We will put together a cross-media media package to help you reach your marketing goal!
1. **Web address:** www.automationnet.de

2. **Profile in brief:**
The information provided on the website includes sector-relevant news, such as personalities, current product announcements, user examples and interviews. Yet more information also offers exclusive contents and individual micro sites. The user will also find a wealth of solutions, which extend far beyond the magazine contents, for example access provider content in the form of white papers or videos.

3. **Target group:**
Executive producers and production managers, company directors and executive officers in production automation, electro-automation, process automation in the mechanical as well as in the plant engineering sectors.

4. **Publisher:**
Henrich Publikationen GmbH
Postal address: Talhofstraße 24 b, 82205 Gilching, Germany
Telephone: +49 810 538 53-80
Fax: +49 810 538 53-11
Email: aut@verlag-henrich.de

- **Editorial staff:**
  - Joachim Vogl, Editor-in-chief
  - Telephone: +49 810 538 53-76, joachim.vogl@verlag-henrich.de
  - Marie Christin Wiens, Editor
  - Telephone: +49 810 538 53-74, marie.wiens@verlag-henrich.de
  - Oliver Krüth, Editor
  - Telephone: +49 810 538 53-81, oliver.krueth@verlag-henrich.de

- **Media Sales:**
  - Florian Beisser, Head of Media Sales
  - Telephone: +49 810 538 53-73, florian.beisser@verlag-henrich.de
  - Jürgen Fellner, Media Sales
  - Telephone: +49 810 538 53-96, juergen.fellner@verlag-henrich.de
  - Susanne Müller, Media Sales
  - Telephone: +49 810 538 53-94, susanne.mueller@verlag-henrich.de

**Terms of payment and bank details:**
The invoiced amount is payable net (without deduction) within 30 days of the invoice date. If payment is made within eight days, the publisher grants the customer a discount of 2 %.
Postbank München, IBAN DE81 7001 0080 0915 0428 02, BIC PBNKDEFF
Tax no. 2645 223 73105, VAT ident no. DE 163 778 434
## Prices/Types of advertisement, Part 1

Valid from 1st October 2019

<table>
<thead>
<tr>
<th>Type of advertisement</th>
<th>Placement</th>
<th>Data volume</th>
<th>Format/size in pixels</th>
<th>Price in €/4 weeks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Banner</td>
<td>below navigation/within content</td>
<td>up to 200 KB</td>
<td>468 x 60</td>
<td>648.00</td>
</tr>
<tr>
<td>Superbanner</td>
<td>outskirt area/within content</td>
<td>up to 200 KB</td>
<td>728 x 90</td>
<td>1,112.00</td>
</tr>
<tr>
<td>Wide Skyscraper</td>
<td>left or right</td>
<td>up to 200 KB</td>
<td>120/160 x 600</td>
<td>1,304.00</td>
</tr>
<tr>
<td>Half Skyscraper</td>
<td>left or right</td>
<td>up to 200 KB</td>
<td>120/160 x 300</td>
<td>828.00</td>
</tr>
<tr>
<td>Text Ad</td>
<td>homepage</td>
<td>1,500 characters + picture (1,000 x 563 px)</td>
<td>328.00/week</td>
<td></td>
</tr>
<tr>
<td>Video Ad</td>
<td>homepage</td>
<td>250 characters + video + teaser picture</td>
<td>512.00/week</td>
<td></td>
</tr>
</tbody>
</table>
## Prices/Types of advertisement, Part 2

<table>
<thead>
<tr>
<th>Type of advertisement</th>
<th>Placement</th>
<th>Data volume</th>
<th>Format/size in pixels</th>
<th>Price in €/4 weeks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Medium Rectangle</td>
<td>within content</td>
<td>up to 200 KB</td>
<td>300 x 250</td>
<td>1,352.00</td>
</tr>
<tr>
<td>Vertical Rectangle</td>
<td>within content</td>
<td>up to 200 KB</td>
<td>300 x 400</td>
<td>1,592.00</td>
</tr>
<tr>
<td>Supreme Ad</td>
<td>Vertical Rectangle + two Medium Rectangle</td>
<td>up to 200 KB each</td>
<td>300 x 400 + 300 x 250 (twice)</td>
<td>3,060.00</td>
</tr>
<tr>
<td>Image Gallery</td>
<td>position 4 and 9</td>
<td>up to 200 KB</td>
<td>620 x 460</td>
<td>1,328.00</td>
</tr>
</tbody>
</table>

Online price list no. 8
Valid from 1st October 2019
# Prices/Types of advertisement, Part 3

<table>
<thead>
<tr>
<th>Type of advertisement</th>
<th>Placement</th>
<th>Data volume</th>
<th>Format/size in pixels</th>
<th>Price in €/4 weeks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hockeystick</td>
<td>Superbanner/Wide Skyscraper right hand</td>
<td>up to 200 KB each</td>
<td>728 x 90 + 120/160 x 600</td>
<td>2,420.00</td>
</tr>
<tr>
<td>Skyline Ad</td>
<td>combination of Wide Skyscraper left and right + Billboard</td>
<td>up to 200 KB each</td>
<td>960 x 250 + 120/160 x 600 (twice)</td>
<td>2,856.00</td>
</tr>
<tr>
<td>Fireplace</td>
<td>Top Banner/Wide Skyscraper left and right</td>
<td>up to 200 KB each</td>
<td>1040 x 90 + 120/160 x 600 (twice)</td>
<td>2,754.00</td>
</tr>
<tr>
<td>Storytelling Event</td>
<td>Fireplace + Billboard + two Superbanner</td>
<td>up to 200 KB each</td>
<td>1040 x 90 + 120/160 x 600 (twice) + 960 x 250 + 728 x 90 (twice)</td>
<td>5,100.00</td>
</tr>
</tbody>
</table>
**Prices/Types of advertisement, Part 4**

<table>
<thead>
<tr>
<th>Type of advertisement</th>
<th>Placement</th>
<th>Data volume</th>
<th>Format/size in pixels</th>
<th>Price in €/4 weeks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Billboard</td>
<td>below navigation</td>
<td>up to 200 KB</td>
<td>960 x 250</td>
<td>2,040.00</td>
</tr>
<tr>
<td>Billboard expanding</td>
<td>below navigation</td>
<td>up to 200 KB</td>
<td>960 x 250 → 400</td>
<td>2,448.00</td>
</tr>
<tr>
<td>Wallpaper</td>
<td>Hockeystick with background colouration</td>
<td>up to 200 KB each</td>
<td>728 x 90 + 120/160 x 600</td>
<td>2,920.00</td>
</tr>
<tr>
<td>Slide Channel expanding</td>
<td>Hockeystick with expandable Wide Skyscraper</td>
<td>up to 200 KB each</td>
<td>728 x 90 + 120/160 → 400 x 600</td>
<td>2,960.00</td>
</tr>
</tbody>
</table>
### Prices/Types of advertisement, Part 5

#### Online price list no. 8
Valid from 1st October 2019

<table>
<thead>
<tr>
<th>Type of advertisement</th>
<th>Placement</th>
<th>Data volume</th>
<th>Format/size in pixels</th>
<th>Price in €/4 weeks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sidekick Ad expanding</td>
<td>Wide Skyscraper right hand, expanding rightwards</td>
<td>up to 200 KB</td>
<td>160 → 400/600</td>
<td>1,736.00</td>
</tr>
<tr>
<td>Tower Ad expanding</td>
<td>Wide Skyscraper right hand, expanding leftwards</td>
<td>up to 200 KB</td>
<td>160 → 400/600</td>
<td>1,736.00</td>
</tr>
<tr>
<td>Double Sitebar</td>
<td>left and right</td>
<td>up to 200 KB each</td>
<td>300 x 600</td>
<td>2,552.00</td>
</tr>
</tbody>
</table>
# Prices/Types of advertisement, Part 6

<table>
<thead>
<tr>
<th>Type of advertisement</th>
<th>Placement</th>
<th>Data volume</th>
<th>Format/size in pixels</th>
<th>Price in €/4 weeks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Welcome Ad</td>
<td>centrally across the homepage</td>
<td>up to 200 KB</td>
<td>640 x 480</td>
<td>1,736.00</td>
</tr>
<tr>
<td>Banderole Ad</td>
<td>centrally across the homepage</td>
<td>up to 200 KB</td>
<td>1,000 x 250</td>
<td>1,532.00</td>
</tr>
<tr>
<td>Footer Layer</td>
<td>fixed at the bottom</td>
<td>up to 200 KB</td>
<td>1,000 x 100</td>
<td>1,172.00</td>
</tr>
</tbody>
</table>
### Mobile Ads:

<table>
<thead>
<tr>
<th>Type of advertisement</th>
<th>Placement</th>
<th>Data volume</th>
<th>Format/size in pixels</th>
<th>Price in €/4 weeks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mobile 6 : 1</td>
<td>beneath header</td>
<td>up to 200 KB</td>
<td>e.g. 300 x 50</td>
<td>472.00</td>
</tr>
<tr>
<td>Mobile 2 : 1</td>
<td>within content</td>
<td>up to 200 KB</td>
<td>e.g. 300 x 150</td>
<td>552.00</td>
</tr>
</tbody>
</table>
Whitepaper – Lead generation by providing of specialist information

Present your company with a whitepaper as the competent solution provider and generate qualified business contacts.

Your benefits:
- generation of qualified contact
- emphasizes the professional competence of your company
- publication like a specialist information on the website
- integration into the editorial environment

Promotion package Basic:
- 4 times text-ad inside automation newsletter
- 2 times text-ad onto automation website

Promotion package Premium:
- 6 times text-ad inside automation newsletter
- 4 times text-ad onto automation website

<table>
<thead>
<tr>
<th>Package</th>
<th>Period</th>
<th>Price in €</th>
</tr>
</thead>
<tbody>
<tr>
<td>Basic</td>
<td>3 month</td>
<td>2,756.00</td>
</tr>
<tr>
<td>Premium</td>
<td>3 month</td>
<td>4,180.00</td>
</tr>
</tbody>
</table>

Contact us for individual media packages and further details
Product of the week:

Use this type of advertisement to inform our readers about your product innovations!

– Your product entry will exclusively be placed on the homepage of automation.
– Your product entry will additionally be promoted in our newsletter which will be dispatched afterwards.
– A direct link to your website is included.
– For this, we need a product information text, consisting of approx. 1,500 characters and a product picture in JPG format (1,000 x 563 px).

Price per insertion:
1 time: 412.00 € per week
From 3 times on: 352.00 € per week
From 5 times on: 296.00 € per week
Company portrait:

- Your company portrait in the data base of automation with all detailed company data, company logo and links to all news, articles, products and industry dates.

Your benefits:

- publication of 12 press releases, news or specialist articles
- publication of 5 product or image videos
- listing of 6 appointments or events
- preparation of a download: pdf-data/Whitepaper (no lead-generation)
- SEO-relevant activity by placing of backlinks

Portrait booking:
Call! Under +49 810 538 53-73 you will get an individual consultation through our automation team.

Life: 12 months
(can be booked at any time)

Price: 1,890.00 €

More information: www.automationnet.de/anbieter.
Your premium video on our homepage:

Make your video stand out: make a premium video.
- Present your video with a maximum of visibility on our homepage.

Your opportunities:
- commercial- and image-film
- general company profile
- interview with the executive board
- user report
- reports about company anniversaries, conferences etc.
- exhibition videos

Price for 4 weeks: 1,296.00 €

Data volume: unlimited
Headline of the spot: max. 42 characters
Teaser text: max. 250 characters
Delivery of data to: dispo@verlag-henrich.de
Webinar – Lead generation through the dissemination of specialist knowledge

Your advantages:
- virtual form of a real event
- location-independent and interactive
- direct contact with the target group
- live feedback
- lead generation

Basic service:
- up to 50 registered participants
- Webinar of the month available on the homepage for 4 weeks: www.automationnet.de
- 4 text ads in the weekly newsletter
- additional option: 4 weeks further lead generation from the first broadcast (50.00 € per lead)

Contact us for individual advertising packages and further details!

<table>
<thead>
<tr>
<th>Type of advertising</th>
<th>Price in €</th>
</tr>
</thead>
<tbody>
<tr>
<td>Audio presentation (live)</td>
<td>6,270.00</td>
</tr>
<tr>
<td>Live Package 1 – studio recording in Munich</td>
<td>8,100.00</td>
</tr>
<tr>
<td>Live Package 2 – on site with the client</td>
<td>10,120.00 plus film crew expenses (travel costs, accommodation etc.)</td>
</tr>
</tbody>
</table>
1. **Access control:** Verified by IVW-Online!

2. **Usage data:** www.ivw.de
1. **Data formats:**
GIF, JPG max. 200 KB per file. HTML5 max. 5 MB per file.

The KB data quoted for each advertising format are maximum figures and are to be understood as total amount of all data which define the advertisement (including data to be reloaded, pictures etc.).

You will find the technical profile on our media center at www.henrich-mediacenter.de/fachportale/mediadaten.

2. **Delivery address:**
Please send the advertising material of your campaign via email to: disp@verlag-henrich.de.

3. **Delivery deadline:**
At least 5 working days prior to the beginning of the campaign. This additional lead-time enables us to test the formats and ensure a safe conduction of the campaign. We are therefore not liable for any delays caused by belated delivery.

Please provide the following meta-information at the time of delivery:
– customer’s name
– booking period
– advertising format
– contact person for queries
– click URL
– alt text (optional)

**Reporting:**
All banner campaigns are conducted via the ad server system One by AOL. If desired, you receive an evaluation of the ad impressions and ad clicks.

4. **Technical support:**
Telephone: +49 810 538 53-84
online@verlag-henrich.de
1. Name: automation newsletter

2. Profile in brief:
Today, if you want to be successful, you have to rely on up-to-date information. Which way is the market moving? What is the news from the companies? Which products are bringing competitors up to the starting posts? The newsletter automatically provides answers to these questions. Simply subscribe to receive regular updates on the most significant information.

3. Target group:
Executive producers and production managers, company directors and executive officers in production automation, electro-automation, process automation in the mechanical as well as in the plant engineering sectors.

4. Frequency: weekly; on Friday

5. Publisher: Henrich Publikationen GmbH
editorial staff: Joachim Vogl, Editor-in-chief
Telephone: +49 810 538 53-76,
joachim.vogl@verlag-henrich.de

Media Sales: Florian Beisser, Head of Media Sales
Telephone: +49 810 538 53-73,
florian.beisser@verlag-henrich.de

6. Distribution: approx. 5,438 subscribers
(as of 07/31/2019)
**Prices/Types of advertisement – Part 1:**

<table>
<thead>
<tr>
<th>Type of advertisement</th>
<th>Format/size in pixels</th>
<th>Price in €/dispatch</th>
</tr>
</thead>
<tbody>
<tr>
<td>Half Banner</td>
<td>234 x 60</td>
<td>275.00</td>
</tr>
<tr>
<td>Full Banner</td>
<td>468 x 60</td>
<td>445.00</td>
</tr>
<tr>
<td>Superbanner</td>
<td>728 x 90</td>
<td>620.00</td>
</tr>
<tr>
<td>Wide Skyscraper</td>
<td>160 x 600</td>
<td>695.00</td>
</tr>
<tr>
<td>Half Skyscraper</td>
<td>160 x 300</td>
<td>375.00</td>
</tr>
<tr>
<td>Rectangle</td>
<td>300 x 250</td>
<td>920.00</td>
</tr>
</tbody>
</table>

We recommend static image files. Flash files cannot be processed. Data volume up to 100 KB.

**Terms of payment and bank details:**
The invoiced amount is payable net (without deduction) within 30 days of the invoice date. If payment is made within eight days, the publisher grants the customer a discount of 2%.
Postbank München, IBAN DE81 7001 0080 0915 0428 02, BIC PBNKDEFF
Tax no. 2645 223 73105, VAT ident no. DE 163 778 434
Prices/Types of advertisement – Part 2:

<table>
<thead>
<tr>
<th>Type of advertisement</th>
<th>Format/size in pixels</th>
<th>Price in €/dispatch</th>
</tr>
</thead>
<tbody>
<tr>
<td>Text Ad</td>
<td>1,500 characters + picture (1,000 x 563 px)</td>
<td>450.00</td>
</tr>
<tr>
<td>Video Ad</td>
<td>width 527, height flexible + 250 characters</td>
<td>690.00</td>
</tr>
</tbody>
</table>

We recommend static image files. Flash files cannot be processed. Data volume up to 100 KB.

Three text-ads/video-ads per newsletter maximum possible (sequence open)

Terms of payment and bank details:
The invoiced amount is payable net (without deduction) within 30 days of the invoice date. If payment is made within eight days, the publisher grants the customer a discount of 2 %. Postbank München, IBAN DE81 7001 0080 0915 0428 02, BIC PBNKDEFF
Tax no. 2645 223 73105, VAT ident no. DE 163 778 434
1. Data formats:
GIF, JPG, max. 100 KB per file

Bitmap resolution at 72 dpi. Please quote the links (for example internet address) when delivering the data!

The KB data quoted for each advertising format are maximum figures and are to be understood as total amount of all data which define the advertisement (including data to be reloaded, sniffer code, pictures etc.).

2. Newsletter format:
HTML

3. Delivery address:
Please send your advertising material to the following email address: dispo@verlag-henrich.de.

4. Delivery deadline:
At least 5 working days prior to the beginning of the campaign. This additional lead-time enables us to test the formats and to ensure a safe conduction of the campaign. We are therefore not liable for any delays caused by belated delivery.

Please provide the following meta-informations at the time of delivery:
– customer’s name
– booking period
– advertising format
– contact person for queries
– click URL.

Reporting: If desired, you receive an evaluation of the ad clicks and the recipient figures including the opening rates of the newsletter.

5. Technical support:
Telephone: +49 810 538 53-84
online@verlag-henrich.de
Stand-alone-newsletter:

- Your stand-alone-newsletter in the look and feel of automation.
- Make use of the positive image transfer of automation.
- This advertising tool draws an extremely high level of attention and appears neutral.
- All articles archived on www.automationnet.de for 24 months.
- Content structure:
  - 6 x articles with approx. 1,500 characters each
  - Product or image video
  - banner “Superbanner” (JPG)
  - banner “Wide Skyscraper” (JPG).
- Text and images as well as the advertising material have to be provided by you.

Runtime of the campaign: one-time-only dispatch

Date of dispatch: individually upon agreement

Price: 3,300.00€
Newsletter-Packages:

**Secure your placement in advance for important exhibitions!**

**Your benefits:**
- an exhibition environment that attracts a high level of attention
- striking package prices
- placement in four newsletters

<table>
<thead>
<tr>
<th>Type of advertisement</th>
<th>Format/size in pixels</th>
<th>Price in €/dispatch (4x)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Half Banner</td>
<td>234 x 60</td>
<td>715.00</td>
</tr>
<tr>
<td>Full Banner</td>
<td>468 x 60</td>
<td>1,157.00</td>
</tr>
<tr>
<td>Superbanner</td>
<td>728 x 90</td>
<td>1,612.00</td>
</tr>
<tr>
<td>Wide Skyscraper</td>
<td>160 x 600</td>
<td>1,807.00</td>
</tr>
<tr>
<td>Half Skyscraper</td>
<td>160 x 300</td>
<td>975.00</td>
</tr>
<tr>
<td>Rectangle</td>
<td>300 x 250</td>
<td>2,392.00</td>
</tr>
<tr>
<td>Text Ad</td>
<td>1,500 characters + picture (1,000 x 563 px)</td>
<td>1,170.00</td>
</tr>
<tr>
<td>Video Ad</td>
<td>527 px wide, height flexible + 250 characters</td>
<td>1,794.00</td>
</tr>
</tbody>
</table>

We recommend static image files. Flash files cannot be processed. Data volume up to 100 KB.
Newsletter-Sponsorship:

Make sure to get your sponsorship in automation newsletter.

Your benefits:
– Mentioning of your company’s name at the head of each issue
– Placement of your sponsoring-logo at the back of each issue including a link leading to your own webpage

Period: 12 months
Frequency: weekly, Fridays
Price: 1,950.00 €
Your direct line to our team:

**Martin Brey**  
Head of Media Sales  
Telephone: +49 810 538 53-73  
martin.brey@verlag-henrich.de

**Jürgen Fellner**  
Media Sales  
Telephone: +49 810 538 53-96  
juergen.fellner@verlag-henrich.de

**Susanne Müller**  
Media Sales  
Telephone: +49 810 538 53-94  
susanne.mueller@verlag-henrich.de

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**Oliver Krüth**  
Editor  
Telephone: +49 810 538 53-81  
oliver.krueth@verlag-henrich.de

**Susann Huber**  
Team Assistant  
Telephone: +49 810 538 53-67  
susann.huber@verlag-henrich.de

**Susanne Martorana**  
Ad-Management  
Telephone: +49 810 538 53-24  
susanne.martorana@verlag-henrich.de
§ 1 Scope of validity, exclusivity
The acceptance and publication of all advertising orders and follow-up orders are governed exclusively by these General Terms and Conditions, as well as by the Publisher’s price list in effect at the time of conclusion of contract, which form a material component of such contract. The validity of any general terms and conditions of the customer is precluded to the extent they are inconsistent with these General Terms and Conditions.

§ 2 Offer, conclusion of contract
1. An “advertising order” in terms of these General Terms and Conditions constitutes the contract concluded on the placement of advertising material or materials in information and communication services, especially the Internet, for distribution. Orders for advertisements may be submitted personally, by phone, letter, fax, or email, or online. The Publisher is not liable for transmission errors.
2. A contract comes into existence only after written confirmation of the order by the Publisher. The price list in effect at the time of conclusion of contract is applicable in each case. The customer can obtain information about the price list directly from the Publisher or at www.verlag-henrich.de.
3. Advertising for goods or services from more than one advertising customer or other advertisers within a particular advertisement (e.g., banners, pop-up ads…) requires an additional agreement in written form or per email.
4. The Publisher may in its discretion reject advertisement orders, including individual placements in connection with a package contract. This applies, in particular, to advertisements whose content violates laws, standards of public decency, or governmental regulations, to those that have been objected to in complaint proceedings before the German Advertising Standards Council (Deutscher Werberat) or to those whose publication cannot be reasonably expected of the Publisher due to their content, origin, or technical form. The Publisher must give notice of rejection promptly after becoming aware of the relevant content.
5. In particular, the Publisher has the right to withdraw an advertising material already published if the customer himself belatedly changes the content of the advertising medium or if the data referred to by a link is belatedly changed whereby the conditions of paragraph 4 become applicable.

§ 3 Advertising material
Online advertising material in terms of the General Terms and Conditions can for example consist of the following elements:
- Photos and/or texts, of tone sequences and/or moving pictures (e.g., advertising banners),
- A sensitive area which, when clicked, initiates a connection to further data at an online address that are in the responsibility of the customer (e.g., a link).

§ 4 Prices, payment terms, price reduction
1. The compensation applicable between the Publisher and the customer results from the order confirmation. If a written order confirmation was not given, or if compensation is not evident in the order confirmation, the price list in effect at the time the order was issued is applicable.
2. The price for publication of an advertisement is determined according to the price list currently in effect. In the event the advertisement price list is changed, the new terms apply also to ongoing contracts.
3. Prices may be changed at any time. For orders already confirmed by the Publisher, however, price changes are effective only if they were announced at least one month in advance. In such case, the customer is entitled to terminate, which right must be exercised in writing not later than 14 days after announcement of the price increase. In such case, discounts need not be refunded pursuant to No. 4. Furthermore-reaching claims of the customer are precluded. If termination does not occur, the price increase is deemed approved for existing orders as well.
4. The discounts described in the price list are granted only to the customer and only for advertisements appearing during a given year (“Advertising Year”). Discounts for repeat orders are valid only during an Advertising Year. Unless agreed otherwise, the period begins to run with the appearance of the first advertisement. The discounts described in the price list are granted only for advertisements appearing during a given year. Unless agreed otherwise in writing at the time of conclusion of contract, the period begins to run with the appearance of the first advertisement. If the one-year period is not complied with, the customer is obligated to refund to the Publisher the amount of the difference between the discount granted under the contract with respect to the stipulated total volume and the discount corresponding to the actual number of advertisements placed.
5. The invoiced amount is payable net (without deduction) within 30 days of the invoice date. If payment is made within eight days, the Publisher grants the customer a discount of 2%.
6. Payments must be made net of all costs and fees to the Publisher’s bank accounts indicated in the invoice. In the event of late payment, interest is charged in accordance with Section 288 of the German Civil Code (Bürgerliches Gesetzbuch, BGB). Collection costs incurred as a result of late payment are for the account of the customer. In the event of late payment, the Publisher may suspend further processing of a current order until payment is made and demand payment in advance. Should there be justified concerns about the customer’s ability to pay, the Publisher is entitled to make the appearance of further advertisements dependent on payment in advance of the advertisement fee and on the settlement of open invoices, including during the term of a contract and regardless of the originally agreed payment terms. Erroneous advertisement invoices may be corrected within six months of invoice issuance.
7. All prices are net of value-added tax applicable on the date of invoice issuance. For advertisement orders emanating from outside Germany that are not subject to value-added tax, invoices are issued without a charge for value-added tax. The Publisher is entitled to invoice for value-added tax retroactively if the tax authorities determine that the advertisement is subject to tax.

§ 5 Positioning of advertising
1. Unless agreed otherwise, the advertisement is placed at the next available time.
2. If several advertisements are booked in advance, same are, when in doubt, to be processed within one year following conclusion of contract. The publication the advertisement is, when in doubt, spread equally over the placement period.
3. The Publisher expressly reserves the right to make editorially related changes to the advertorial platforms, as well as the right to postpone publication dates when necessitated by such changes.
4. The Publisher positions the advertisement taking the customer’s wishes into account to the greatest possible extent. Unless agreed otherwise, the customer has no claim to a specific positioning or to the exclusion of advertising for goods or services of one of the customer’s competitors. Confirmations of positioning are only conditionally valid and may be changed for technical reasons. The Publisher cannot be made liable in such cases.

§ 6 Contract performance
1. Advertisement orders are to be carried out within one year following conclusion of contract, beginning with the appearance of the first advertisement.
2. The Customer is responsible for the timely delivery of flawless artwork that complies with the technical requirements specified by the Publisher. The Publisher promptly requests replacement for perceptually unsuitable or damaged artwork. The Publisher guarantees the usual quality within the scope of possibilities afforded by the advertising material. If the Publisher stores the advertising material without being obliged to do so, the storage shall end after a period of maximum 3 months.
3. Should the advertising material not be generally recognizable as such by means of its layout and design, the Publisher is entitled to label advertising material accordingly.
4. The Customer shall bear any costs incurred by the Publisher as a result of changes to the advertising media requested by the Customer or attributable to the Customer.
5. The advertising deadlines and publication dates are nonbinding for the Publisher. The Publisher reserves the right to adapt these at short notice individually.
6. As a general rule, already submitted orders for advertisements can only be cancelled for significant reasons. Notification of cancellation must be provided at the latest two weeks prior to commencement of the campaign or the first
§ 7 Warranty against defects

1. Within the scope of foreseeable requirements, the Publisher guarantees best possible reproduction of the advertising material in line with the generally accepted technical standards. However, the customer understands that, in accordance with the current state of the art, it is impossible to entirely exclude any program errors. The warranty does not apply to immaterial errors. An immaterial error in the rendering of advertising material is especially given if caused by:
   • the application of an inappropriate soft- or hardware (e.g. inaccurate web browser) for rendering media-data or
   • by disturbance of the communication-net of other providers or
   • by failure of a computer for the reason of a system-failure or
   • by incomplete and/or not actualized offerings located on so-called proxies (cache) or
   • by a breakdown of the ad server lasting no longer than 24 hours (cumulated or continuous) after the beginning of the contractually agreed placement period. In case of a failure of the Ad Server for more than 10% of the booked time in the scope of a time-linked fixed booking, the customer is released from his payment obligation for the duration of the failure. Further claims are excluded.

2. If the reproduction quality of the advertising medium is insufficient and constitutes a considerable error, the customer has the right to a reduction of payment or a faultless replacement, but only to the degree that the advertising medium was affected. In case of impossibility or failure of the correction of performance the customer shall have the option to either payment reduction or to rescind the contract. The entitlement to a supplementary performance is excluded if this should incur unreasonable costs for the Publisher.

3. If there are errors in the advertising medium document that are not obvious, the customer shall have no right to claims if the resulting publication is insufficient. The same shall apply to errors in repeated placements of advertising material if the customer fails to draw attention to them in good time before publication of the next placement.

4. Claims for apparent errors are to be asserted immediately by the customer. If the customer fails to follow the recommendations of the Publisher regarding the creation and transmission of digital advertising material, he shall have no claims in respect of faulty publication.

5. The customer shall be liable for ensuring that transmitted data are free of computer viruses. The Publisher is entitled to delete files which are affected by computer virus without the customer being able to derive any claims for compensation from this. The Publisher also reserves the right to assert claims for compensation should the computer viruses cause additional damage.

§ 8 Liability

1. The Publisher is liable for damages caused by willful misconduct or gross negligence, for damages from culpable injury to life, body, or health, and for damages resulting from negligent breach of a duty that is of material importance for achievement of the contract purpose (cardinal duty). Other than with regard to liability for willful misconduct and culpable injury to life, body, or health, the obligation to pay damages is limited to foreseeable damages that typically arise. In all other respects, claims for damages against the Publisher are precluded, regardless of legal basis. If the Publisher’s liability is precluded or limited under the aforementioned arrangements, this also applies to the personal liability of its employees, representatives, or persons used to perform an obligation (Erfüllungsgehilfen). Liability under the German Product Liability Act (Produkthaftungsgesetz) remains unaffected. Other than claims based on tort or willful misconduct, claims against the Publisher for damages are prescribed 12 months following the date on which the customer learned or should have learned of the circumstances establishing the claim.

2. Where the performance of an advertising order cannot be effected for reasons that are not attributable to the Publisher (e.g. due to software issues or for other technical reasons), in particular computer failure, force majeure, strike, statutory provisions, disruptions originating from the sphere of responsibility of third parties (e.g. other providers), network providers or service providers or for comparable reasons, the order shall be performed subsequently. The Publisher is still entitled to payment for an order that is carried out after the disruption has ceased, and within a time period reasonable for the customer. In such cases the agreed period of acceptance is prolonged accordingly, unless the customer can prove that a subsequent publication cannot serve the purpose of the advertisement. The claim for damages is precluded.

§ 9 Storage of customer data

In connection with its business relationships, the Publisher stores customer data by means of electronic data processing in accordance with the statutory provisions of the German Federal Data Protection Act (Bundesdatenschutzgesetz).

§ 10 Place of performance, place of jurisdiction

1. If any one or more of these General Terms and Conditions should be or become ineffective, all other provisions remain in full force and effect. An ineffective provision is instead to be replaced by way of supplementary contract interpretation with an arrangement that most closely approximates the economic purpose intended by the parties with the ineffective provision. The same applies to the closing of any gaps herein.

2. Amendments to the provisions of these General Terms and Conditions and waiver of the requirement of written/text form must be made in writing.

3. The law of the Federal Republic of Germany is applicable, under exclusion of the United Nations Convention on Contracts for the International Sale of Goods and under exclusion of the principles of conflict of laws. The place of performance is Gilching. The place of jurisdiction is Munich for lawsuits against merchants, legal persons under public law, or special funds under public law.